

**WPLW  
102.5 - FM  
HILLSBOROUGH, NC**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WPLW**

**3rd QUARTER 2016  
(July 1st - September 30th)**

Compiled by:  
Mike Biddle, Program Director

Radio station WPLW has compiled a list of issues area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW utilizes this list as a basis for our programming response to selected issues each quarter. Typically, addresses the issues in its Sunday program called "Carolina Newsmakers" and thru a series of live and pre-recorded announcements.

The current issues as of September 30th, 2016 included:

- EC-Economy
- GR-Growth/Transportation/Roads
- GA-Government Affairs
- EG-Ethics in Government
- ED-Education
- EH-Environment and Health
- POL-Political Affairs
- MC-Minority Concerns
- FY-Family and Youth
- UE-Unemployment/Joblessness
- NS-National Security
- HB2-House Bill 2 ("Bathroom Bill")

# Carolina Newsmakers

3rd Quarter 2016

*"Carolina Newsmakers" is a 30 minute weekly public affairs program that airs Sunday mornings at 6 and hosted by WPLW owner Don Curtis. It features interviews with North Carolina leaders in government, policy, education, research and other areas.*

7-3

"INTERVIEW WITH MARGARET SPELLINGS" PRESIDENT OF THE UNIVERSITY NORTH CAROLINA SYSTEM

ASSESSING THE UNC SYSTEM, COST OF EDUCATION, GAP YEAR, NORTH CAROLINA COMMUNITY COLLEGE SYSTEM, RESEARCH UNIVERSITIES, MEDICAL SCHOOLS, RELATIONSHIP WITH BUSINESS COMMUNITY, FUTURE OF THE UNC SYSTEM, TUITION, TECHNOLOGY, COLLEGE ATHLETICS, 2016 LEGISLATIVE SESSION, AND INNOVATION.

ISSUES DISCUSSED: ED, GA, POL, EC, FY

7-10

"INTERVIEW WITH JOHN SKVARLA" SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF COMMERCE

NORTH CAROLINA ECONOMY, TAXATION, SMALL BUSINESS COMMUNITY, AGRICULTURE, BUSINESS INCENTIVES, HIGH-SPEED BROADBAND, CROWD FUNDING, TRANSPORTATION, CONNECT NC BOND, PROJECT PHOENIX, GLOBAL IMPACT OF UNITED KINGDOM VOTE TO EXIT EUROPEAN UNION, GLOBALIZATION, FILM INCENTIVES, 2016 LEGISLATIVE SESSION, NC COMPETES FOR JOBS, AND INNOVATION.

ISSUES DISCUSSED: EC, GA, POL, EG

7-17

"INTERVIEW WITH RANDY WOODSON" CHANCELLOR OF NORTH CAROLINA STATE UNIVERSITY

ROLE OF THE CHANCELLOR, PEER SCHOOLS, RESEARCH UNIVERSITIES, LAND GRANT INSTITUTIONS, COST OF EDUCATION, DISTANCE EDUCATION, INNOVATION, UNIVERSITY SYSTEM, ATHLETICS, CENTENNIAL CAMPUS, HUNT LIBRARY, CONNECT NC BOND, 2016 LEGISLATIVE SESSION, AND TUITION.

ISSUES DISCUSSED: ED, EC, GA, POL, FY

7-24

"INTERVIEW WITH NICKY TENNYSON" NORTH CAROLINA SECRETARY OF TRANSPORTATION

POPULATION GROWTH, MILES OF ROAD IN NORTH CAROLINA, BRIDGES, FUNDING, INTERSTATE ROAD SYSTEM, AIRPORTS, RAIL, DEPARTMENT OF MOTOR VEHICLES, PORTS, GLOBAL TRANSPARK, TOLL ROADS, AUTONOMOUS VEHICLES, DRONES, AND 2016 LEGISLATIVE SESSION. ISSUES DISCUSSED: GA, POL, GR, POL, EC

7-31

"INTERVIEW WITH CATHERINE TRUITT" NORTH CAROLINA SENIOR EDUCATION POLICY ADVISOR

BACKGROUND, K-12 EDUCATION, POPULATION GROWTH, PRE-K EDUCATION, IMPACT OF GENDER ON LEARNING, COMMUNITY COLLEGE SYSTEM, TEACHER PAY, ADVANCED PLACEMENT COURSES, STUDENT/TEACHER RATIO, CHARTER SCHOOLS, TUITION RATES, TEACHER ATTRITION, AND ATTRACTING TEACHERS. ISSUES DISCUSSED: ED, POL, GA, FY

8-7

"INTERVIEW WITH DR. MICHAEL WALDEN" WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS

ECONOMIC GROWTH, REGIONAL GROWTH, IMPACT OF HOUSE BILL 2, CSX FACILITY IMPACT ON ROCKY MOUNT, GAS PRICES, PRESIDENTIAL ELECTION IMPACT, FEDERAL RESERVE, INTEREST RATES, PRECIOUS METALS, HEALTH CARE SPENDING, SOCIAL SECURITY, TOURISM, AND RETIREES. ISSUES DISCUSSED: EC, GR, GA, POL, EH, HB2

8-14

"INTERVIEW WITH BRAD WILSON" PRESIDENT AND CEO OF BLUE CROSS BLUE SHIELD NORTH CAROLINA

ORIGIN OF BLUE CROSS BLUE SHIELD, AFFORDABLE CARE ACT, INSURANCE MANDATE, SPECIAL ENROLLMENT PERIOD, PREMIUM GRACE PERIOD, RISK CORRIDOR PROGRAM, PRESCRIPTION DRUGS, MEDICARE, TRANSPARENCY OF HEALTH CARE COSTS, HOSPITAL CARE, PRIMARY CARE, EMERGENCY ROOMS, PHARMACISTS, URGENT CARE, AND FEDERAL EXCHANGES. ISSUES DISCUSSED: EH, FY, EC, POL, GA, MC

8-21

"INTERVIEW WITH RICK BRAJER" SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF HEALTH AND HUMAN SERVICES

DHHS BACKGROUND, OVERCOMING POPULATION DISPARITY, INFANT MORTALITY, MEDICAID AND MEDICARE, HEALTH CARE EXCHANGES, MENTAL HEALTH, BINGE DRINKING, EDUCATING ABOUT MENTAL HEALTH, PREVENTIVE SERVICES, SMOKING, SAFETY OF DRINKING WATER, FLU SHOTS, 2016 LEGISLATIVE SESSION, CHILD WELFARE, AND RURAL DOCTORS. ISSUES DISCUSSED: EH, FY, GA, GR, POL, EC, MC

8-28

"INTERVIEW WITH TOM CAMPBELL" CREATOR, EXECUTIVE PRODUCER, AND MODERATOR OF NC SPIN

PRESIDENTIAL ELECTION, DONALD TRUMP, HILLARY CLINTON, BERNIE SANDERS, LEGISLATIVE REDISTRICTING, MEDIA CONSUMPTION, POLITICAL PARTIES, PRIMARY SYSTEM, POPULATION GROWTH, AFFORDABLE CARE ACT, HOUSE BILL 2, US SENATE RACE  
ISSUES DISCUSSED: POL, GA, EG, NS, EC, ED, MC, HB2

9-4

"INTERVIEW WITH BRIAN SICKORA" DIRECTOR AND GENERAL MANAGER OF UNC-TV

CORPORATION FOR PUBLIC BROADCASTING, PBS, NPR, UNC-TV STATEWIDE SYSTEM, PUBLIC BROADCASTING, FUNDING, BACKGROUND, EVOLUTION OF PUBLIC BROADCASTING, VIEWING HABITS OF MILLENNIALS, VIEWERSHIP DEMOGRAPHICS, PROGRAMMING, EDUCATION, PROMOTION, FUNDRAISING, AND LOCAL PROGRAMMING.  
ISSUES DISCUSSED: FY, POL, GA, ED, EC

9-11

"INTERVIEW WITH JUSTICE PAUL NEWBY AND JUSTICE SAM ERVIN IV" NORTH CAROLINA SUPREME COURT JUSTICES

BACKGROUND ON STATE AND FEDERAL COURTS, ELECTING JUSTICES VS APPOINTMENTS, ASSESSING JUDICIAL CANDIDATES, POPULATION GROWTH, UTILITIES COMMISSION, JUDICIAL SYSTEM, INFLUENCE OF TECHNOLOGY, FREE SPEECH, AND RULE OF LAW.  
ISSUES DISCUSSED: POL, GA, EG, MC

9-18

"INTERVIEW WITH BRENDA BERG" PRESIDENT AND CEO OF BEST NC

BACKGROUND OF BEST NC, GRADUATION RATE, BIRTH WEIGHT, PRE-K EDUCATION, SUPPORT SYSTEM, PERCEPTION OF TEACHERS, TEACHER PAY, TURNOVER RATE OF TEACHERS, TEACHER RETENTION, EARLY EDUCATION, COMMUNITY COLLEGE SYSTEM, FIRST-GENERATION GRADUATES, TECHNOLOGY, PARENTAL INVOLVEMENT, AND ROLE OF THE PRINCIPAL.  
ISSUES DISCUSSED: ED, EH, FY, POL, GA, MC, GR

9-25

"INTERVIEW BECKI GRAY" VICE PRESIDENT OF OUTREACH FOR THE JOHN LOCKE FOUNDATION

NORTH CAROLINA HOUSE BILL 2, NORTH CAROLINA GENERAL ASSEMBLY, PRESIDENTIAL ELECTION, ADVERTISING, VOTING, ECONOMY, EDUCATION, NATIONAL SECURITY, HEALTH CARE, NORTH CAROLINA GOVERNOR'S RACE, COUNCIL OF STATE POSITIONS, JUDICIAL ELECTIONS, NORTH CAROLINA US SENATE SEAT.  
ISSUES DISCUSSED: MC, POL, GA, EC, ED, NS, EG, HB2

## PUBLIC SERVICE LIVE EVENTS/ANNOUCEMENTS

### **PULSE FM'S "BACK TO SCHOOL BASH"**

Pulse FM (WPLW) organized a free concert for students on Saturday 9/10 at Crabtree Valley Mall. National recording artists Jordan Fisher and AJ Lehrman performed in the center court of the mall to commemorate the beginning the new school year. In the weeks leading up to this event WPLW hosted a contest to find a local band/musician to be the opening act for the concert. The winners were a band named, The Real Official, from Chapel Hill, NC. As part of the promotion of this event WPLW aired 200 recorded promos and 150 live mentions. FY, ED

### **MAKING STRIDES AGAINST BREAST CANCER**

Pulse (WPLW) has teamed up with the American Cancer Society as a media partner for the 2016 "Making Strides Against Breast Cancer" walk happening October 15th, 2016 in Raleigh, NC. As part of our partnership we began airing live and recorded promotional announcements on 9/16/16 informing listeners of the event and encouraging them to join our team for the walk. Information about the event including an online sign-up form have been posted on our website at [www.thenewpulsefm.com](http://www.thenewpulsefm.com). WPLW will also be on site for this event on Saturday 10/15/16. To date (9/16/16-9/30/16) WPLW has aired 171 recorded announcements and over 150 live announcements. FY, EH, ED